

Manchester Wellness Coalition | **Plan Year 4**

<b>NAME OF THE INTERVENTION</b>	Body Image
<b>CWF Element* to Impact-</b>	Connect with Others
<b>Fiscal Agent</b>	Manchester Ladies Society
<b>Tax I.D</b>	pending and will be retroactive when approved
<b>Implementation Contacts (2 or more required)</b>	Sara Swanson and Jessica Buscaw
<b>Contact phones and emails</b>	734-428-8166 <a href="mailto:saraes@umich.edu">saraes@umich.edu</a> & <a href="mailto:jessicabushaw@gmail.com">jessicabushaw@gmail.com</a>
<b>Date Funding Required</b>	August, 2015
<b>Implementation Date</b>	June, 2015
<b>Estimated Completion Date</b>	May, 2016
<b>Total Amount Requested from CWF</b>	\$1,200

Criteria	Descriptions
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**1. Please provide a brief description for the intervention program you are proposing and indicate the target population.**

*Typically one paragraph and 3-5 sentences*

*Target population options: youth, adult, seniors, disabled, etc.*

The Manchester Ladies Society proposes a body image intervention targeting everyone in Manchester but most specifically adult women and teen girls. This will last a year and will be called “The Year of the Wonder Woman”.

Two moderated public discussions open to everyone in the community. Moderated by Hollie Koltz, the Manchester High School counselor, who specializes in this. \$250 honorarium.

Roller Derby exhibition for positive body image - \$250

To be held in one of the gyms. Venue needs to be worked out still.

Marketing for roller derby exhibition– \$100

Four full size letterpress posters – labor and ink donated. \$100 per plate and \$100 for poster paper, 3 advertising posters: Dress as Wonder Woman for fair parade, roller derby exhibition, body image discussions & the 4th will be a positive body image poster contest with winners poster being produced. Posters will be both advertising and positive body image art. - \$500 total

Wonder women event at Fair Parade - Ladies Society members will all dress as different versions of WonderWoman and march/ride in parade and all women in Manchester will be encouraged to join us. We will pass out 2000 paper wonder woman crowns to all women and girls watching parade with information about roller derby & body image forums. Letter pressed - labor & ink donated. Fair parade will be the official beginning of “Year of the Wonder Woman”- \$100 for paper

Wonder Woman Flash Mob at High School during lunch coordinated with SLS to get girls interested in participating in parade.

Two \$25 gift card incentives for filling out surveys - \$50

2. How does this intervention fit into the 1 and 5 year goals and plans of the Coalition?

*Please be specific and refer to the current documents stating the Coalition's 1 and 5 year plans and goals. Should include specific health/wellness indicators.*

*The MiPHY survey was the genesis of the intervention. MiPHY survey numbers show that a large number of girls in the school have inaccurate interpretations of how many people are overweight and obese. While "connect with others" by improving self-esteem is our main goal, one of our mottos will be "eat well and exercise because you LOVE your body, not because you hate it."*

**3. What are the specific goals for the intervention?**

*Specific goals: For each goal address these 5 points so that the goals are SMART goals)*

- *State what you are trying to accomplish,*
- *How you will measure progress toward and accomplishment of your goal*
- *Who is responsible for collecting the data?*
- *Why you think the goal is attainable*
- *Describes how the goal is relevant to the coalition and community wellness related needs.*
- *What is the timeframe for achieving the goal?*
- *See <http://www.wikihow.com/Set-SMART-Goals>*

Introduce the topic of body image among women in Manchester.

**Goal Number One - The Year of the Wonder Woman**

S - Introduce women to the topic of body image and healthy body images  
 M -Collect at least 150 surveys conducted at events the discussions and roller derby. Survey will also be conducted on Manchester Mirror and social media.  
 A - The surveys address awareness; incentive if the goal is met.  
 R - Body image goes a long ways towards impacting self esteem and stress amongst women.  
 T - Surveys will be collected twice; once during the initial implementation of the intervention; once in April 2016. Cumulative results will be shared with the coalition and CWF at the end of the program.

**Goal Number Two - the parade & posters**

S - Introduce idea of “Year of the Wonder Woman” to community, have 20 women & girls dressed as Wonder Woman riding/marching parade, have at least 1,000 woman in crowd participating just by wearing crown, hand out all 400 posters  
 M - number of parade marchers/riders, number of crowns handed out, number of posters handed out  
 A - Fair Parade is one of the most heavily attended events in Manchester/we’ve had success giving out free letterpress art in community before  
 R - Fair attendees will see women of all ages & shapes dressed as wonder woman which will send positive body message reducing stress, they will also connect with others either by participating in the parade or wearing a crown in the crowd and will feel part of the group/ posters will raise awareness of events & passively promote positive body image  
 T - the fair parade (mid June 2015)/posters will be available June 2015 - June 2016

**Goal Number Three - Events**

S - Have 50 individuals attend each of the Body Image Discussions; 200 individuals attend the roller derby event.  
 M - The number of attendees at each event; Sara and Jessica will be responsible for counting attendees.  
 A - We will advertise heavily and personally contact women’s groups in Manchester  
 R - Having individuals attend the event will strengthen the impact of the intervention, increase conversation about body image and increase the number of surveys collected in goal one.  
 T - events will be held between June 2015 and June 2016

<p><b>4. What are the key data that will be collected, analyzed, and used to evaluate the intervention?</b></p> <p><i>Should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Units of Engagement</i></li> </ul> <p><i>Might also include survey data, and other measures such as pounds of produce grown, miles of trail maintained, number of books distributed, etc.</i></p>	<p>Surveys before and after the programs Attendees at the events Units of Engagement</p>
<p><b>5. What are the estimated of the Units of Engagement for the intervention?</b></p> <p><i>Unit of engagement = number of people per event * number of events * timeframe for the event (e.g., 30 minutes would be 0.5 hours)</i></p> <p><i>Example : 100 people * 6 events * 1 hour per event = 600 units of engagement.</i></p> <p><i>Note- if participation is not part of the key data, describe how you will measure engagement of community members.</i></p>	<p>50 people x 1.5 hours x 2 times= 150 units of engagement for the forums 200 x 1.5 hours x 1 time = 300 units of engagement for the roller derby exhibition 150 x .1 hours x 1 time = 15 units of engagement for flash mob 2,000 x .5 hour x 1 time = 1,000 units of engagement for crown wearing during the parade We will count numbers of posters distributed.</p>

**6. Who (specifically) will be responsible for what aspects of intervention implementation?**

*Please provide names for those responsible for:*

- *Obtaining all required permits and permissions and all other communication required*
- *Deciding on dates, times, locations*
- *Marketing - both developing and distributing marketing materials*
- *Recruiting necessary volunteers*
- *Developing tools to collect data and pictures*
- *Analyzing data collected*
- *Developing plans for how to improve the intervention (on-going and for subsequent years)*
- *Preparing and presenting presentations and reports*
- *All other specific tasks for this intervention to be successful.*

Jessica Bushaw and Sara Swanson are responsible for obtaining permission for host vendors and deciding dates and times.

Manchester Press will donate the ink and time to produce the posters and crowns. Permission has been obtained, Sara Swanson, Jessica Bushaw and the Manchester Ladies Society will pass out marketing materials & crowns at the Manchester Fair Parade.

Sara Swanson and Jessica are responsible for collecting pictures and surveys and preparing the coalition and CWF reports.

The Manchester Ladies Society is responsible for recruiting volunteers to participate; Manchester SLS will help recruit student volunteers for flash mob.

**7. Does implementation of this intervention require approval from an organization other than the fiscal agent or organization implementing the intervention?**

*Yes or No. If yes, please indicate all organizations requiring approval and indicate if approval has already been granted. If it hasn't been granted, when will this be done. Include the name(s) of the approver(s).*

Yes. Ann Arbor Derby Dimes (roller derby team) - approval has been given. Danielle Muntz (Ladies Society & Derby Dimes member) has obtained approval. Hollie Koltz has agreed to moderate the forums. We are in the process of making an agreement to use Ackerson's gym but this hasn't been approved yet. Manchester United Methodist Church needs to be reserved for forums- we need to settle on a date then we'll do this. Ladies Society member Beckie Brewis is our contact for the church.

<p><b>8. With whom will you collaborate on this intervention including assistance with implementing the program, assistance with financing the program and organizations which might financially support this intervention (long term sustainability).</b>  <i>Please include names of people in the collaborating organization that will be involved with this intervention. Indicate in the budget below - the contribution from the organization(s).</i></p>	<p>Manchester Press will provide ink &amp; labor to print &amp; cut 2,000 paper crowns and print 400 two-color letterpress posters.</p> <p>Manchester Mirror will publicize events before hand, run photos of events afterwards and run the surveys.</p> <p>Manchester United Methodist Church will provide the venue for the forums in their fellowship hall.</p> <p>Manchester Community Schools will provide the venue for the roller derby exhibition.</p> <p>Manchester Students Leading Students will help facilitate a Wonder Woman Flash mob.</p> <p>Ann Arbor Roller Derby will come out to Manchester and put on a positive body image exhibition.</p> <p>ONE YEAR THING FINANCIALLY!</p> <p>The hope is new ideas for combating negative body images will come out of the forums and would be pursued at low or no cost with community partners.</p>
<p><b>9. If this is a continuing intervention:</b>  A. How many years has this intervention been funded by the coalition?  B. Have the outcome(s) been presented to the coalition and the report(s) been submitted to CWF?  <i>If no, when will the presentation to the coalition be done and when will the written report and expense report be submitted to CWF?</i>  C. Describe how the intervention will be improved (also include past improvements if this is the 3 or more year of funding).  D. Has the amount requested from the coalition increased or decreased? Why?  E. How many more years will this intervention request funds from the coalition?</p>	<p>N/A</p>

<b>10. Provide citation(s) of similar programs used as a model in developing this intervention.</b>	
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- INSERT A BUDGET which shows all sources of income and categories for expenses. Please also indicate which expenses will be covered by the funds from the Chelsea-area Wellness Foundation.

Also provide the information in the two tables below

Budget Summary	Amount	Percentage
Amount of funds from Coalition	\$1,250	
Total funds from other sources (Manchester Press labor)	\$1,200	
Marketing/Advertising	\$700	
Compensation - to one or more people	\$500	
Infrastructure (structure that lasts 5 years or more)	0	
Other expenses	\$50 for giveaways	

Plan Year	Amount \$\$ granted	Amount Spent	Amount carried over	Amount returned to CWF
Year 1				
Year2				
Year 3				



